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Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

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Cardinal

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

TOBACCO TASK FORCE DIRECTORY
May 20, 1993

1. UPDATE

2. TIME LINES

3. CONSUMER OUTREACH
   - Consumer Data Base
   - Redemption Stuffers

4. BUSINESS OUTREACH
   - Trade Meetings
   - Direct Mail to CEO's
   - Business Roundtable
   - Chambers of Commerce
   - National Association of Manufactures

5. ADVOCATE OUTREACH
   - Mass Mailing
   - Volunteer "Advocates"

6. GRASSROOTS EFFORT
   - Quick Response to Phone Bank
   - Letters
   - Unions
   - Public Affairs/Group Outreach
   - Employees
   - Suppliers
   - Accommodation - Hosp. / Indust.
   - Accommodation - Airport
   - Accommodation - Workplace

7. GOVERNMENT AFFAIRS
   - State Legislators and Their Organizations
   - CARTs (West)
   - State Organizations (WEST)
   - Key State Opinion Leaders (WEST)
   - Homestate Visits
   - State Legislators
   - DNC/ Political Advisor
   - Administration
   - Hill Contact and Local Lobbyists
   - Governors
   - White House Coalition
   - Local Elected Officials

PEF opposition Briefing - oral - letter - info packet

Resolutions opposing PEF

ad listing those opposed

2048592382

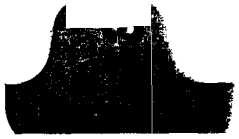
Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

14. MESSAGE
50 Million Smokers
Canada Tobacco Model a Myth
Courtesy and Common Sense
Hurts Employees
Tax Regressive
Breeds Corruption and Black Market

15. SPEECHES
ETS Speech
Inventory of Speeches
Junk Science Speech
Economic Consequences
Excise Taxes
Canada and the Black Market
Basic Speech

2048592383

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000



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Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Consumer Outreach
Consumer Data Base

*5/20/93

Lead Responsibility: **PM:** Janice McDaniel
RJR: Randy Thompson, J. Ellis

ETS ❒ FET ■
as
Time Line:
-RJR /PM Data base merge - end of March
-Message Development - Ongoing

Description: Insure direct mail capability exists to reach entire data base with a message on ETS and/or excise taxes. Need Mass Mobilization of unduplicated people in PM's and RJR's data base. Provide means for both written and telephone communications with Congress and the White House on excise tax issue.

Action:
-WRO to identify targets.
-Initiate legal review.
-Initiate technical review.
-Collaborate to determine whether same message can go to data base of both companies.
-PM/RJR teleconference with report book.
-Tom Griscom having Randy Thompson coordinate with PMUSA. They are working on all action items to get ready for mass mailing.

Budget: TBD/Split with RJR

2048592385

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project *Consumer Outreach* *Redemption Stuffers*

*5/20/93

Lead Responsibility: **PM:** Jim Spector, Janice McDaniel
RJR:

ETS ☐ FET ■

Time Line:
*Due Mid May, 1993

Description: Design cards on ETS and on the Excise Tax issues for insertion in all packages fulfilled out of Kankakee and Lafayette fulfillment centers. Also prepare cards to be inserted in outgoing branded direct mail pieces and carton stuffers.

Action:

-Coordinate points with RJR.
-Develop estimate of number of fulfullment packages.
-Exploring logistics of carton stuffers.
-Developing schedule of branded direct pieces to be mailed over the remainder of year.
*Preview insert copy: Week of April 26.
-RJR is working on their copy for ETS and should have it by 3/19/93; they are also at work on FET piece.
-Coordinate Points with RJR week of 3/15/93.

Budget: TBD

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Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

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Cardinal™

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Business Outreach Trade Meetings

*5/20/93

Lead Responsibility: PM:
RJR: Tom Griscom

ETS ■ FET ■

Time Line:
April 15, 1993

Description: How do we make presentation to trade groups? Need to develop a plan to meet.

Action:
-Tom Griscom to develop a list of trade groups.

Budget:

2048592388

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project *Business Outreach*
Direct Mail to CEO'S

*5/20/93

Lead Responsibility: PM: James Ramsay
RJR: Seth Moskowitz

ETS ■ FET ❐

Time Line:
-April 15, 1993

Description: Present ETS arguments to leading CEO's in a CEO to CEO letter. Include accommodation program description and information on how we can help.

- Target companies considering bans
- Also CEO to trade group letters, EX: WIC to NATD, WIC to NACS, etc.

Note: Tom Griscom reports that McDonald's franchises met in Washington, DC and complained to corporate McD's about the smoking ban. When asked, not one of the franchise owners supported the ban.

Action:

-WIC letters to other CEOs, using Merck Model; drafted.
WIC letter to Merck Chairman approved by WIC and Legal. Final to WIC for signature. This letter is a model - others are being written to chairs of Pepsi and other labor corps.
-Bill Campbell - T.J. O'Brien - Dial Corporation.
-MAM send letter to McDonald's with follow-up briefings/Presentations. (Prepared by Ellen Merlo)
-Meeting of all franchise owners of McDonald's in Washington, DC.
-Develop a generic letter. Get copy to Kathleen Linehan
-Griscom give us contacts from Gerstner.
-Some would go jointly.
-Craig Fuller will pull letter used and copy Tom Griscom.
-Steve Parrish setting meeting with Kraft and Reps of McDonald's.
-Assembling other recommendations.
-Indicate letter for MAM.
-WIC and other PM CEO letters being drafted. Copy due 3/18/93. (Done)

Budget:

2048592389

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project *Business Outreach*
Business Roundtable

*5/20/93

Lead Responsibility: **PM:** Craig Fuller
RJR: B. Oglesby

ETS ■ FET ❐

Time Line:
April 9, 1993

Description: Advise BRT members of threat to business posed by EPA/OSHA indoor air regulations. Seek participation in coalition.

Action:
-Send Accommodation letter
-Need materials
-Chairman to Chairman communication letter (B. Oglesby / Craig Fuller)

Budget:

2048592390

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project *Business Outreach*
Chambers of Commerce

*5/20/93

Lead Responsibility: **PM:** Vic Han
RJR: Roger Beahm

ETS ■ FET ■

Time Line:-
-April 1993

Description: Reach business audience with our message on ETS and Excise Taxes through participation in Chamber of Commerce economic forums over the next several months.

Action:

- Schedule Task Force "spokesperson" into Chamber events.
- Draft basic speeches.
- Ask PM employees who participate in Chambers of Commerce to present our "white papers" for distribution.
-Invite Chamber groups to New York to visit PM.
-Jim Miller - Former OMB Director.
-Hold meetings with Executive Directors at PM in New York.
-USSA - Dave Bretton's review tapes from Crossfire.
-Have Dave Bretton come to New York to meet with Vic and Roger Ailes.
-Check to see what PM/RJR have done with Bretton before.
-Burson needs to lay out plan.
-Tom Griscom and Craig Fuller agreed Burson should develop the Chamber of Commerce outreach plan to determine where we might be able to place spokespeople.

Budget:

2048592391

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

_Project_____BusinessOutreach_
___National Association of Manufacturers

*5/20/93

Lead Responsibility: PM: Roy Marden
RJR:

ETS ■ FET ■

Time Line:
-Due May 1, 1993 - FET
-Due March 15, 1993 - ETS

Description: Give support for our indoor air regulation proposal. Alert members to EPA/ETS related issues.

Action:
-Make contact: Due March 15

Budget:

2048592392

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

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2048592393

Cardinal

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Advocate Outreach Mass Mailing

*5/20/93

Lead Responsibility: **PM:** Lance Pressl, Janice McDaniel, Bob Reese
Chris Donohue
RJR: Randy Thompson

ETS ☐ FET ■

Time Line:
Due late March 1993

Description: 1.25 million piece directed to volunteer "advocates" will generate approximately 200 letters to each legislator. 240 (WRO to determine) targeted Members of Congress. Self-mailer to drop late March to produce results in April/May.

-Message -Fight monster taxes
-Regressivity
-Jobs at risk

Action:

-Joint list developed with RJR/TI. Janice McDaniel attended meeting on 3/22 in WDC to finalize.
-Mail piece sent to New York on 3/23/93.
-Creative under development/Done.
-Waiting for targets from WRO/Done.
-Message points to be determined by WRO/Done.
-Need to develop message./Done.
-WRO has to give direction on message./Done.
-What amount should be in Communication $2, $1, .50, .24?/Done.

Budget: $450,000

2048592394

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project *Advocate Outreach* *Volunteer "Advocates"*

*5/20/93

Lead Responsibility: **PM:** Bob Reese, Janice McDaniel
RJR: Randy Thompson

ETS ☐ FET ■

Time Line:
-Completed

Description: Activate the volunteer "advocates" in our systems and begin phone bank operations to generate calls to Congress on excise taxes. Generate 200 calls each to key legislators: House Ways & Means, Senate Finance, Leadership, White House, Mrs. Clinton's Office. Calls spread over 4-5 day span and direct connect process will be used. Split target with RJR.

•Develop "quick response" program allowing us to contact, within 24 hours, Administration officials or Members of Congress making statements in opposition to tobacco excise tax.
Note: Develop generic scripts and approve generic scripts for phone backs and letter writing.

Action:
-Set up phone bank operations/ Done.
-Activate calls to targeted committee members / Done.
-Optima in Washington, DC to provide final report./Done.

Budget: PM - $175,000
RJR - N/A

2048592395

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

2048592396

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project *Grassroots Effort*
Quick Response to Phone Bank

**5/20/93*

Lead Responsibility: PM: Jim Spector
RJR:

ETS ☐ FET ■

Time Line:

Description: How to respond with phone banks very quickly to any new initiatives or proposals concerning FET.

Action:

*Procedures in place to respond within 24 to 48 hours.

Budget:

2048592397

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Grassroots Effort Letters

*5/20/93

Lead Responsibility: PM: James Ramsay
RJR:

ETS ☐ FET ■

Time Line:
Due March 22, 1993

Description: Convenience Store Owners (WIC), PM Invitational (MAM), Growers, Customers, Venders, Phil-PAC Contributors.

Local Unions, Pass resolutions, articles for publications.

State CARTs, mobilizations.

Action:

-25 LTE's (10 retailers, 15 smokers) opposing FET drafted.
-Six Op-eds drafted opposing FET.
-CART - Data to be provided by Derek Crawford. CART op-eds will be delivered to Tina Walls for distribution one week after data is received.
-Phil-PAC Shareholders - MAM letters to these groups awaiting approval.
-Individual WIC letters to customers, venders, growers to be sent out week of 4/5/93.
-Letters submitted - Ellen Merlo will forward on 3/15/93

Note: Eagle Alliance allows RJR to reach marketing people, suppliers, growers and others. They are preparing for their direct mail effort and will coordinate with Jay Poole.

Budget:

2048592398

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Grassroots Effort Unions

*5/20/93

Lead Responsibility: PM:
RJR:

ETS ☐ FET ■

Time Line:
Due March 22, 1993

Description: Checking with Roger Penske to see who he can call to help us on FET. (Kirkland)

Action:
-WIC to meet with BCT leaders.
-Consider TI role.
-Follow-up on results.

Budget:

2048592399

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Grassroots Effort
Public Affairs / Group Outreach

*5/20/93

Lead Responsibility: PM: Frank Gomez
RJR:

ETS ■ FET ❐

Time Line:
-Ongoing

Description: Resolutions of support on ETS.

Action:
-Draft resolution for groups to use.

Budget:

2048592400

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Grassroots Effort Employees

*5/20/93

Lead Responsibility: **PM:** Chris Donohue, Jay Poole, Jim Ramsay
RJR: Tom Augburn (Eagle Aliance - tabs into sports, marketing, suppliers, growers)

ETS ☐ FET ■

Time Line:
-March 22, 1993

Description: Company wide alert should be sounded to enlist company employees in the effort. The alert should be in the form of a communiqué from MAM and WIC or other senior executive and be sent, at a minimum, to all operating company managers/Jay Poole. The message should concisely state the nature of the threat and strongly suggest that all employees contact their Congressional representatives.

Action:

-WIC letters to PMUSA employees plus sample letters and points received by all employees.
-Nearly 3000 letters have been mailed from employees at the three plant locations. This number includes letters sent by union employees. Responses have been received by Senators Faircloth of North Carolina, Warner of Virginia and McConnell which express strong support for our position on FET. Efforts are ongoing to generate more letters. I have not yet seen any responses from the White House. - JSP
-WIC message to be sent to all PMUSA employees, including points to be made to legislators and sample letter on 4/5/93.
-MAM and other CEO messages will be sent after approvals.
-Initiate copy development.
-Select employee groups have been contacted by Jay Poole as of 3/10/93.
-Plant Communities.
-Sales Force.
-Letters being reviewed by Ellen Merlo - will mail week of 3/15/93.
-Copy for MAM, WIC and other CEOs of other PM operating companies prepared for review 3/12/93. (Done)
-Mike Szymanczyk memo prepared for sales force 3/10/93.

Budget: Materials in preparation

2048592401

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Grassroots Effort Suppliers

*5/20/93

Lead Responsibility: **PM:** Alan Miller, Richard Klemp, Peggy Martin
RJR:

ETS ■ FET ■

Time Line:
-End of March, 1993

Description: Insure direct mail capability exists to reach senior officer in supplier companies with message on ETS and/or excise taxes. Joint letters.

Action:
-Suppliers in TN, KY, VA and NC have been asked to generate letters. We don't have a hard number as to how many may have been written, but we estimate that several hundred suppliers have been asked to write Members.
-Prepare updated list of venders from operating companies.
-Send Accommodation letter.
-Initiate copy development.

Budget:

2048592402

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Grassroots Effort Accommodation - Hosp. / Indust.

*5/20/93

Lead Responsibility: **PM:** Lance Pressl
RJR: Tim Harris

ETS ■ FET ❐

Time Line:
-April 15, 1993

Description: Provide viable alternatives to mandated smoking restrictions and bans.

Action:

-Waiting to review McDonald's smoking ban study with the Wirthlin Group.
-Continue outreach programs to high profile restaurants/hotel chains, associations and industry leaders. (Bowling proprietors, D.C. Restaurant Assoc., Oklahoma Restaurant Assoc., and Hospitality Assoc. contacted this past week.)
-Liner coalition building efforts to legislative battles.
-Reinforce accommodation program with consumer pull-through.
-Economic impact studies.

Budget:

2048592403

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project *Grassroots Effort* *Accommodation - Airport*

*5/20/93

Lead Responsibility: PM: Lance Pressl
RJR: Tim Harris

ETS ■ FET ❐

Time Line:
-April 15, 1993

Description: Maintain smoking areas in terminal and airline clubs.

-RJR works with Marriott

Action:
-Rhode Island airport accommodation lounge in full operation.
-Develop outreach programs.
-Provide technical assistance.
-Develop signage.

Budget:

2048592404

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project *Grassroots Effort* *Accommodation - Workplace*

*5/20/93

Lead Responsibility: **PM:** Lance Pressl, Steve Parrish
RJR: Rob Meyre

ETS ■ FET ❐

Time Line:
-April 15, 1993

Description: Provide legal, economic and technical support to businesses considering smoking bans or restrictions.

Action:

PM/RJR working on Restaurant Guide (coordinate).
-Seton name plate sign catalog will offer accommodation signage.
-Catalog to be distributed to PMUSA venders.
-Develop model smoking policy.
-Develop arsenal of technical recommendations to upgrade ventilation system.
-Assemble "case studies" for publication.
-Identify/target key industries, e.g., manufacturing, small businesses etc.
-Parrish to review with Wayne the legal aspects.
-Activating plan for California (TAW/DL/APCO).

Budget:

2048592405

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

2048592406

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Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

_____Project_____Government Affairs
State Legislators and their Organizations

*5/20/93

Lead Responsibility: **PM:** Ellen Merlo/Tina Walls/Ted Lattanzio/Jay Poole
RJR:

ETS ☐ FET ■

Time Line:
-Ongoing

Description: Develop listing of state lawmakers who could be helpful in contacting Congress and the Clinton Administration.

Action:

- •SLC - Initial discussion of meeting set with SLC Chairman to have resolution in place for 4/28-29. SLC meeting set for 3/22.
- •NGA - Campbell contacted, Calls to DC Headquarters made.
- •CARTs - State stragegies being defined. Awaiting finalization of which ones are to be actuated/started.
- •List of MC's known to State Contractors submitted to WRO.
- •ERC & MLC - contacts to be made this week.
- •ALEC and NCSL are willing to update state impact studies. Derek Crawford determining cost.
- Contacting WLC of CSG to update state impact studies and activate members.
- Listing of state legislators continuously being compiled. Need action instructions, sample letters and talking points.
- NCSL Meeting on 5/7 to discuss healthcare proposal and funding. Field Staff alerted.

2048592407

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

State Legislators and their Organizations
(Continued)

REGION VII:

Illinois

- Patrick Quinn - State Treasurer (D)
- Sen. Pate Phillips (R)
- Sen. Laura Kent Donohue (R)
- Sen. J. Bradley Burzyuski (R)
- Sen. Todd Sieben (R)
- Sen. Aldo DeAngelis (R)
- Sen. Thomas Dunn (D)
- Sen. William O'Daniel (D)

REGION VIII:

Kansas

- Sen. Paul Burke (R)

REGION IX:

Louisiana

The Honorable Bob Odom
Commissioner of Agriculture
P. O. Box 631
Baton Rouge, LA 70821

The Honorable Mary Landrieu
State Treasurer
P.O. Box 94154
Baton Rouge, LA 70804

The Honorable Samuel "Sammy" Nunez, Jr.
President of the Senate
2016 Packenham Drive
Chalmette, LA 70043

The Honorable Dennis Bagneris
President Pro-Tempore of the Senate
4948 Chef Menteur Hwy., Room 318
New Orleans, LA 70126

The Honorable Mike Foster
Chairman of Senate Commerce Committee
P.O. Drawer 730
Franklin, LA 70538

2048592408

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

State Legislators and their Organizations
(Continued)

The Honorable B.B. "Sixty" Rayburn, Sr.
Chairman of Senate Finance Committee
12562 Hwy. 1075
Bogalusa, LA 70427

The Honorable Jon D. Johnson
Chairman of Senate Revenue & Fiscal Affairs Committee
7240 Crowder Blvd., Ste. 405
New Orleans, LA 70127

The Honorable John A. Alario, Jr.
Speaker of the House of Representatives
1063 Muller Parkway
Westwego, LA 70094

The Honorable Elias "Bo" Ackal, Jr.
Chairman of House Appropriations Committee
P.O. Box 13408
New Iberia, LA 70562-3408

The Honorable Steve J. Theriot
Chairman of House Ways & Means Committee
1225 Avenue C
Marrero, LA 70072

The Honorable John D. Travis
Chairman of House Commerce Committee
P.O. Box 412
Jackson, LA 70748

REGION X:

Colorado

- Rep. Paul Schauer (R)

North Dakota

- Sen. Corliss Mushik (D)
- Sen. Steve Tomac (D)

REGION XI:

Utah

- Sen. Mike Dmitrich (D), Senate Minority Leader
- Rep. Frank Pignanelli (D), House Minority Leader

REGION XII:

Budget:

2048592409

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project *Government Affairs*
State CARTs (WEST)

5/6/93

Lead Responsibility: **PM:** Tina Walls/Field West
RJR:

ETS ☐ FET ■

Time Line:
-Ongoing

Description: Organize retailers and other appropriate coalition members to call, write and/or meet with targets.

Action:
*Action plans have been drafted by the following state CARTs: CA, LA, MT, OR, WA
-Updated Price Waterhouse studies and FET talking points distributed to CART managers.
-Need dates to activate CART members via newsletter and suggest they write their congressional member.

Budget:

2048592410

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project *Government Affairs*
State Organizations (WEST)

*5/20/93

Lead Responsibility: PM: Tina Walls
RJR:

FET ■ ETS ❐

Time Line:
Ongoing

Description: Organizations who may be willing to write a letter in opposition to the FET.

Action:
*Assisting media affairs with press release in key House Ways and Means districts and Senate Finance Member states. This is a joint project with RJR.

REGION VII:
Illinois

- IL Manufacturers Association - Greg Baise
- IL Retail Merchants Association - David Vite
- AFL-CIO State of IL - Richard Walsh
- Agri-Business Council of IL - Ron Hoffman
- AMAX Coal Industries - David Finkenbinder
- Anheuser-Busch Companies, Inc. - Gerry Shea
- Archer Daniels Midland Co. - James Houlihan
- IL Beef Council - Ron Hoffman
- Associated Beer Distributors of IL - Bill Olson
- Caterpillar - Bill Compton
- IL Coal Association - Joe Spivey
- Coin Machine Operators Association - John O'Connell
- Corn Growers Association - Jack Fisher
- Deere & Co. - Robert Anderson
- Distrilled Spirits Council - Ken Buzbee
- IL Farm Bureau - Richard Clemmons
- Food Retailers Association - David Vite
- Hotel & Restaurant Employees Union - Henry Anselmp
- Hotel/Motel Association - Tim Hennessey
- Mid-west Truckers Association - Todd Renfrow

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Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

State Organizations (WEST)
(Continued)

- Nurserymen's Association - Tim Hennessey
- Pepsi Cola - Malcolm Chester
- Pork Producers Association of IL - Donna Garman
- R.J. Reynolds - Larry Suffredin
- IL Restaurant Association - Larry Suffredin
- Retail Liquor Association - Jim Colombia
- Soft Drink Association - Dick Lockhart
- Liquor Stores Association
- Miller Brewing Co.
- IL Wholesale Liquor Distrib.
- Wine Institute
- Motorcycle Dealers Association
- New Car/Truck Dealers Association
- Small Truckers Alliance
- Mid-West Truckers Association
- IL Trucking Association Inc.
- A.E. Staley Manufacturing Company
- Brown & Williamson Tobacco Corp.
- Cigar Association of America
- Management Association of IL
- Smokeless Tobacco Council, Inc.
- Tobacco and Candy Distributors Association
- Tobacco Institute
- National Federation of Independent Business
- IL Small Business Association
- IL Aggregate Producers Association
- Clark Oil and Refining
- Kerr-McGee Corporation
- Marathon Oil Company
- Petroleum Council of IL
- Shell Oil Company
- Sithe Energies USA, Inc.
- Tomzek Oil Company
- Torco Oil Co.
- Union Oil Company of California
- Abate
- Racing Association of IL
- AARP
- Taxpayers' Federation of IL
- Tobacco Labor Management Committee

2048592412

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

State Organizations (WEST)
(Continued)

- International Brotherhood of Teamsters Joint Council 25
- United Food and Commercial Workers Union 881
- Walgreen Co.
- Patrick Media Group

Iowa

- IA Farm Bureau - Merlin Plagge (target Lightfoot and Grandy)
- IA Association of Business & Industry - Mark Douglas
- IA Taxpayers' Federation - Rick Philips
- IA AFL-CIO (target Harkin)
- John Deere (Foundry, Davenport Works, Des Moines Works, Duburque Works, Engine Works, Waterloo Works, Product Engineering Center, Ottumwa Works)
- Monsanto Agricultural Company - Dennis Cavner
- ADM Corn Sweetners - Ken Plum
- Archer Daniels Midland Company - G.W. Hagwood
- ADM Corn Processing - Ray Neff
- Grain Processing Corporation - Willam B. Trent, Jr.
- Terra International - Larry E. Thompson
- Arcadia Corporation - Randy Bleuins
- Amana Refrigeration, Inc. - Michael P. Watts
- Maytag Corporation - Janis Cooper
- Rockwell Internation/Collins Avionics - John Girotto
- Cargill, Incorporated - Larry Fogdall
- Quantum Chemical Corp./USA Division - Alan J. Houlton
- Lehigh Portland - Ken Blum
- The Quaker Oats Company - Kenneth I. Dykes
- R.R. Donnelly Printing Company LP - Jary Johnson
- Climax/Molybdenum Company - Tommy Kearns
- Hon Industries - Stanley M. Howe
- J.I. Case Company - Lorrin "Butch" DeBlieck
- Keokuk Ferro-Sil, Incorporated - T.M. (Mike) Morris

Minnesota

- Citizens for Tax Justice - Wayne Cox
- MN Retail Merchants - Judy Cook
- MN Licensed Beverage Association - John Berglund
- MN Grocers Association - Joel Hoiland
- AFL-CIO - Bob Roots
- Teamsters - Wes Lane
- ASFCME - Elliott Siede

2048592413

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

State Organizations (WEST)
(Continued)

- Automatic Merchandising Council - Tony Driesson
- Avis Rental Cary System - Sharon Cook
- Beverage Licensees Association - Jim Buckley
- Bowling Proprietors Association - Michael Birkley
- Bradley Center Corporation - Sharon Cook
- Brewers Association - Bob Marotz
- Campground Owners Association - Tom Coenen
- Commercial Fisherman Ins. - Gary Goyke
- Convention and Visitors Bureau - Tony Varda
- Cream City Liquor - Bill Broydrick
- Distributors Association - Jim Wimmer
- Farm Bureau - Roger Cliff
- Innkeepers Association - Tom Coenen
- WI Association of Lakes, Inc. - Bill O'Connor
- Live Stock Dealers - Gervase Hephner
- Marine Manufacturers Association - Mike Brosek
- Metropolitan Association of Commerce - Mary Jo Paque
- Milk Haulers Association - Gervase Hephner
- Motor Carriers Association - Tom Valley
- Coalition of Responsible Vendors - Janet Swanby
- Restaurant Association - Bob Goldman
- Retail Gasoline and Automotive Trades Assn. - Tom Coenen
- Road Builders - Jim Wimmer
- School Bus Association - Charles Hiltson
- Southland Corporation - Norm Anderson
- Super America - Sharon Cook
- Tavern League - Steve Brist
- Tourism Federation - Tom Coenen
- Tourism Attractions - Chip Gerlach
- Truckstop Operators - Tom Coenen
- Wine and Spirit Institute - Jim Wimmer
- WI Dells Visitors Bureau - Jim Wimmer
- LaCrosse Area Visitor and Convention - Marty Schrieber

REGION VIII:

2048592414

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

State Organizations (WEST)
(Continued)

REGION IX:
Louisiana
LOUISIANA CART ADVISORY COMMITTEE:
Beer Industry League of Louisiana
Mr. George F. Brown
575 North Eighth Street
Baton Rouge, LA. 70802

Louisiana Grocers Association, Inc.
Ms. Barbara J. Easley
Post Office Box 80732
Baton Rouge, LA. 70898-0732

Louisiana Motor Vehicle Rental & Leasing Dealers Association
Mr. Terry G. McFillen
401 East Pinhook Road
Lafayette, LA. 70501

Louisiana Oil Marketers Association
Ms. Holly Abington
Post Office Box 80357
Baton Rouge, LA. 70898

Louisiana Restaurant Association
Ms. Sherri E. McConnell
5800 Perkins Place, #4
Baton Rouge, LA. 70808

Louisiana Retailers Assocation
Mr. Nick Perez
Post Office Box 44034
Baton Rouge, LA. 70804-4034

Louisiana Soft Drink Association
Mr. Norman Ferachi
603 Europe Street
Baton Rouge, LA. 70802

2048592415

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

State Organizations (WEST)
(Continued)

Louisiana Wholesale Food & Tobacco Distributors Association
Ms. Sarah L. Whalen
Post Office Box 64528
Baton Rouge, LA. 70896

Louisiana Mid-Continent Oil & Gas Association
Mr. B. Jim Porter
801 North Boulevard, Suite 201
Baton Rouge, LA. 70802-5727

Miller Brewing Company
Mr. M. L. "Bud" Mapes
Post Office Box 44352
Baton Rouge, LA. 70804-4352

R. J. Reynolds Tobacco Company
Mr. C. J. Blache
One American Place, 23rd Floor
Baton Rouge, LA. 70825

Tobacco Institute
Ms. Joe G. Wood
970 Monterrey Boulevard
Baton Rouge, LA. 70815

REGION X:

Arizona

- Retail Grocers Association (local chapter of National Association of Convenience Stores) - John Mangum

Colorado

- Club 20 (target Congressional delegation)

North Dakota

- ND Hospitality (Tavern and Restaurant Assn.) - David Myer
- ND Candy and Tobacco Association - Dave Myers
- NFIB - Larry Klemin
- ND Association of Counties - Mark Johnson

2048592416

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

State Organizations (WEST)
(Continued)

REGION XI:

Idaho

- ID Association of Commerce and Industry
- Associated Taxpayers of ID

Montana

- MT Farm Bureau
- MT Farmers Union
- MT Senior Citizens Association
- MAGPI, Inc.
- MT Beer and Wine Wholesalers Association
- MT Association of Tobacco and Candy Distributors
- MT Stockgrowers Association
- MT Automobile Association
- MT Automobile Dealers Association
- MT Innkeepers Association
- MT Motor Carriers Association
- MT Manufactured Housing Association

Utah

- UT Rights Coalition (Linda Wynn--could also be a Jane Q)
- UT Taxpayers Association (Howard Stephenson--also state rep)

REGION XII:

California

- CA Chamber
- CA Manufacturers
- CA Farm Bureau
- CA Grocers Association
- CA Association of Neighborhood Stores
- MAGA
- MALDEF
- National Black Chamber
- Oakland Chamber
- CA Republican Party
- Wine Institute
- CA Truckers Association
- CA Taxpayers Association
- CA Local Association of Democrats
- Republican Local Elected Officials Committee
- CA Package Store and Tavern Owners Association (Frank Gomez)

2048592417

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

State Organizations (WEST)
(Continued)

Hawaii

- HI Chamber (target Congressional delegation)
- HI unions (target Congressional delegation)

NATIONAL

- National United Affiliated Beverage Association (NUABA) - Frank Gomez

Budget:

2048592418

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project *Government Affairs*
Homestate Visits

**5/20/93*

Lead Responsibility: **PM:** Kathleen Linehan
RJR:

ETS ☐ FET ■

Time Line:
-Ongoing

Description:

Action:
-See following list for names of those to be contacted during Easter Recess.
-To begin during Easter Recess - April 2-12, 1993.

Budget:

2048592419

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

ALABAMA

Rep. Bevill
Rep. Browder
Rep. Cramer
Rep. Everett (R)
Rep. Hilliard
Sen. Heflin
Sen. Shelby

ALASKA

ARIZONA

Rep. Coppersmith
Rep. English
Rep. Pastor

ARKANSAS

Rep. Dickey (R)
Rep. Lambert
Rep. Thornton
Sen. Bumpers
Sen. Pryor

CALIFORNIA

Rep. Becerra
Rep. Brown
Rep. Condit
Rep. Dellums
Rep. Dixon
Rep. Dooley
Rep. Eshoo
Rep. Fazio
Rep. Filner
Rep. Hamburg
Rep. Harman
Rep. Lewis (R)
Rep. Matsui
Rep. Roybal-Allard
Rep. Schenk
Rep. Stark

CALIFORNIA (Cont.)

Rep. Tucker
Rep. Waters
Rep. Woolsey

COLORADO

Rep. McInnis (R)

CONNECTICUT

Rep. Franks (R)
Rep. Kennelly
Sen. Lieberman

DELAWARE

DISTRICT OF COLUMBIA

Delegate Norton

FLORIDA

Rep. Bachus
Rep. Brown
Rep. Deutsch
Rep. Diaz-Balart (R
Rep. Fowler
Rep. Gibbons
Rep. Hastings
Rep. Hutto
Rep. Johnston
Rep. Meek
Rep. Peterson
Rep. Ros-Lehtinen (R)
Rep. Thurman
Sen. Graham

GEORGIA

Rep. Bishop
Rep. Collins (R)
Rep. Darden

2048592420

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

GEORGIA (Cont.)

Rep. Gingrich (R)
Rep. Johnson
Rep. Kingston (R)
Rep. Lewis
Rep. Linder (R)
Rep. McKinney
Rep. Rowland
Sen. Coverdell
Sen. Nunn

HAWAII

IDAHO

Rep. Crapo (R)
Rep. LaRocco

ILLINOIS

Rep. Collins
Rep. Durbin
Rep. Evans
Rep. Gutierrez
Rep. Manzullo (R)
Rep. Michel (R)
Rep. Reynolds
Rep. Rostenkowski
Rep. Rush
Sen. Moseley-Braun

INDIANA

Rep. Buyer (R)
Rep. Jacobs
Rep. Long
Rep. McCloskey

IOWA

Rep. Grandy (R)
Rep. Leach (R)
Rep. Nussle (R)

KANSAS

Rep. Glickman
Rep. Slattery
Sen. Dole (R)
Sen. Kassebaum(R)

KENTUCKY

Rep. Baesler
Rep. Barlow
Rep. Bunning (R)
Rep. Mazzoli
Rep. Natcher
Rep. Rogers (R)
Sen. Ford
Sen. McConnell (R)

LOUISIANA

Rep. Fields
Rep. Hayes
Rep. Jefferson
Rep. Tauzin
Sen. Breaux
Sen. Johnston

MAINE

Sen. Mitchell

MARYLAND

Rep. Bartlett (R)
Rep. Cardin
Rep. Hoyer
Rep. Mfume
Rep. Morella (R)
Rep. Wynn
Sen. Mikulski
Sen. Sarbanes

2048592421

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

MASSACHUSETTS

Rep. Frank
Rep. Meehan
Rep. Neal

MICHIGAN

Rep. Barcia
Rep. Bonior
Rep. Carr
Rep. Collins
Rep. Conyers
Rep. Ford
Rep. Kildee
Rep. Levin
Rep. Stupak

MINNESOTA

Rep. Minge
Rep. Oberstar
Rep. Penny
Rep. Sabo

MISSISSIPPI

Rep. Montgomery
Rep. Parker
Rep. Taylor
Rep. Whitten
Sen. Cochran (R)
Sen. Lott (R)

MISSOURI

Rep. Clay
Rep. Danner
Rep. Gephardt
Rep. Skelton
Rep. Volkmer
Rep. Wheat
Sen. Bond (R)
Sen. Danforth (R)

MONTANA

Rep. Williams

NEBRASKA

Rep. Hoagland

NEVADA

NEW HAMPSHIRE

Rep. Swett
Sen. Gregg (R)

NEW JERSEY

Rep. Andrews
Rep. Klein
Rep. Menendez
Rep. Pallone
Rep. Payne

NEW MEXICO

Rep. Richardson

NEW YORK

Rep. Flake
Rep. Hinchey
Rep. Maloney
Rep. Manton
Rep. McNulty
Rep. Nadler
Rep. Owens
Rep. Rangel
Rep. Serrano
Rep. Slaughter
Rep. Towns
Rep. Velazquez

2048592422

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

NORTH CAROLINA

Rep. Ballenger (R)
Rep. Clayton
Rep. Coble (R)
Rep. Hefner
Rep. Lancaster
Rep. McMillan (R)
Rep. Neal
Rep. Price
Rep. Rose
Rep. Taylor (R)
Rep. Valentine
Rep. Watt
Sen. Faircloth (R)
Sen. Helms (R)

NORTH DAKOTA

Rep. Pomeroy
Sen. Conrad
Sen. Dorgan

OHIO

Rep. Applegate
Rep. Brown
Rep. Fingerhut
Rep. Hall
Rep. Mann
Rep. Stokes
Rep. Strickland
Rep. Traficant

OKLAHOMA

Rep. Brewster
Rep. English
Rep. Synar
Sen. Nickles (R)

OREGON

Rep. Furse
Rep. Kopetski

PENNSYLVANIA

Rep. Blackwell
Rep. Coyne
Rep. Holden
Rep. Klink
Rep. Margolies-Mezvinsky
Rep. McHale

RHODE ISLAND

SOUTH CAROLINA

Rep. Clyburn
Rep. Derrick
Rep. Inglis (R)
Rep. Ravenal (R)
Rep. Spence
Rep. Spratt
Sen. Hollings
Sen. Thurmond (R)

SOUTH DAKOTA

Rep. Johnson
Sen. Daschle

TENNESSEE

Rep. Clement
Rep. Cooper
Rep. Duncan (R)
Rep. Ford
Rep. Gordon
Rep. Lloyd
Rep. Sundquist (R)
Rep. Tanner
Rep. Quillen (R)
Sen. Mathews
Sen. Sasser

2048592423

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

TEXAS

Rep. Andrews
Rep. Barton (R)
Rep. Bonilla (R)
Rep. Brooks
Rep. Bryant
Rep. Chapman
Rep. Coleman
Rep. de la Garza
Rep. Edwards
Rep. Frost
Rep. Geren
Rep. Green
Rep. Gonzalez
Rep. Hall
Rep. Johnson
Rep. Laughlin
Rep. Ortiz
Rep. Pickle
Rep. Sarpallus
Rep. Stenholm
Rep. Tejeda
Rep. Washington
Rep. Wilson
Sen. Gramm (R)

UTAH

Rep. Shepherd

VERMONT

VIRGINIA

Rep. Bateman (R)
Rep. Bliley (R)
Rep. Boucher
Rep. Byrne
Rep. de Lugo
Rep. Goodlatte (R)
Rep. Moran
Rep. Payne
Rep. Pickett
Rep. Scott

VIRGINIA (Cont.)

Rep. Sisisky
Rep. Wolf (R)
Sen. Robb
Sen. Warner (R)

WASHINGTON

Rep. Cantwell
Rep. Dunn (R)
Rep. Foley
Rep. Inslee
Rep. Kreidler
Rep. McDermott
Rep. Swift

WEST VIRGINIA

Rep. Mollohan
Rep. Rahall
Rep. Wise
Sen. Byrd
Sen. Rockefeller

WISCONSIN

Rep. Barrett
Rep. Kleczka
Rep. Obey

WYOMING

Sen. Simpson (R)

2048592424

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project *Government Affairs*
State Legislators

*5/20/93

Lead Responsibility: **PM:** Ellen Merlo, Tina Walls, Ted Lattanzio, Jay Poole
RJR:

ETS ☐ FET ■

Time Line:
-Ongoing

Description: Develop listing of state lawmakers who could be helpful in contacting Congress and the Clinton Administration.

Action:

*NCSL is willing to update state impact studies. Derek Crawford determining cost. NCSL waiting for President's plan. Expecting resolution activity at their annual meeting in July.
*ALEC task force organized Re: Clinton plan. Next meeting is June 10-12 during to organization's annual federal briefing.
-CSG resolution deferred until September meetings
-SLC adopted resolution against FET on April 29 unanimously. (See attached policy)
List of State elected official/opinion leaders submitted to Vic Han to augment support Pilot Plan called "Public Official Advocacy Program" is being tested in four states - AL, GA, TN, and VA. Goal is to encourage elected officials and key Administration officials to contact members of Congress on FET, as well as, encouraging locally elected officials to write Members as well. Ongoing, but pilot phase should be completed by April 20.
Listing of State legislators pontinuiously being compiled. Need action instructions sample letters and talking points.
-CARTs-State strategies being defined. Awaiting finalization of which ones are to be actuated/started.
-List of MC's known to State Contractors submitted to WRO. - Designated contacts being made
-ERC & MLC - contacts to be made this week.
-Contacting Western Legislative Conference of the Council of State Governments to update state impact studies and activate members.

2048592425

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

State Legislators (Continued)

POTENTIAL CONTACTS:
STATE ELECTED OFFICIALS

REGION VII:

Illinois

- Patrick Quinn - State Treasurer (D)
- Sen. Pate Phillips (R)
- Sen. Laura Kent Donohue (R)
- Sen. J. Bradley Burzyuski (R)
- Sen. Todd Sieben (R)
- Sen. Aldo DeAngelis (R)
- Sen. Thomas Dunn (D)
- Sen. William O'Daniel (D)

REGION VIII:

Kansas

- Sen. Paul Burke (R)

REGION IX:

REGION X:

Arizona

- Rep. Art Hamilton (D)
- Bob Stump (R) - anti-tax; John Mangum.
- John Kyle (R) - anti-tax, but not friendly to tobacco industry. (may be taking on DeConcini); John Mangum.
- Colby (R) - no real influence but JM could approach.
- Coppersmith (D) - probably can't get; he'll go along with Administration; JM and RW would be willing to contact.
- Karen English (D) - needs major help from D.C. to get reelected; probably wouldn't help us; RW is best contact.
- Pastor (D) - used to be very supportive of tobacco issues, has recently distanced himself; both RW and JM have great access but RW may be better.
- DeConcini (D) - Rip was on staff; good contact, but doubtful support of tobacco.
- McCain (R) - JM has contact but "not great"; would need an argument that would say increase somehow negatively affects senior citizens.

2048592426

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

State Legislators
(Continued)

Colorado
- Rep. Paul Schauer (R)

North Dakota
- Sen. Corliss Mushik (D)
- Sen. Steve Tomac (D)
- Kent Conrad is noted as one of Buffy's key contacts. John will talk to him over Congressional Easter Break; however, Al Wolf is also close to Conrad.
- We have contacts with Clinton's Chief of Staff, Burgum, former staffer to C. Burdick.

REGION XI:

Utah
- Sen. Mike Dmitrich (D), Senate Minority Leader.
- Rep. Frank Pignanelli (D), House Minority Leader.

Budget:

2048592427

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

COUNCIL OF STATE GOVERNMENTS RESOLUTION RELATING TO CONSUMER EXCISE TAXES

DRAFT

WHEREAS, President Clinton is promoting an aggressive agenda for the United States, in the areas of deficit reduction, economic and social policies;

WHEREAS, the President has called for an historic increase in income and energy taxes on individuals and businesses in the United States; and

WHEREAS, the President's recommended policies will have a profound impact on the administration and financing of government services at all levels;

NOW, THEREFORE, BE IT RESOLVED that, the Council of State Governments strongly opposes the inclusion of federal consumer excise tax increases in future Presidential and congressional policies, for the reasons stated below:

1. An increase in consumer excise taxes will further delay economic recovery in the United States, by adversely impacting job growth (As many as 850,000 jobs may be lost due to policies currently under consideration by the executive branch.);

2. An increase in consumer excise taxes will result in a reduction of tax competition between the federal government and state and local governments, (state and local governments could lose as much as $2.8 billion in tax revenue.);

3. According to several studies conducted by government agencies and private institutions, consumer excise taxes place a disproportionate and unfair burden on the least affluent families; and

4. According to a recent study completed by the Council of State Governments, consumer excise taxes, more specifically those identified as taxes on "sin", i.e. tobacco, alcohol, motor fuel, etc., have been shown to be inadequate and unreliable revenue sources for vital services, such as, coverage of indigent health care.

NOW, THEREFORE, BE IT FURTHER RESOLVED that, the Council of State Governments believes that federal tax policy should be fair, balanced, and promote economic prosperity. Federal policies should not impair, but facilitate, the ability of state and local governments to adopt sound and equitable economic and tax policies to meet the commitments to its shared constituencies.

Adopted:

Director's or Sponsor's Name
Sponsor's title

2048592428

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

DRAFT

PROPOSED POLICY POSITION ON
FEDERAL EXCISE AND ENERGY TAXES

BACKGROUND

President Clinton is promoting an agressive agenda for the United States, in the areas of deficit reduction, economic and social policies. Government spending has escalated to an all-time high, while America's savings and investment rates are still the lowest in the developed world. Further, unwarranted additional taxation will surely perpetuate the long-term continued decline in the financial position of the United States. Small business and start-up companies play a large role in our Southern economy; with agriculture, construction, manufacturing, mining and transportation all significantly impacted by proposed new taxes that would place an undue burden on our Southern consumers, producers and workers.

Cotton, poultry, rice, soybeans and tobacco would be especially vulnerable to energy and excise tax increases that would only serve to further exacerbate the disproportional and adverse economic impact of federal policies in the Southern states by the loss of as many as 300,000 additional jobs.

Historically, the median income in the Southern states is below the national average, and several recognized studies attest that consumer excise taxes place a disproportionate and unfair burden on the least affluent families. A more recent study by The Council of State Governments clearly shows that imposing additional consumer excise taxes on alcohol, motor fuel and tobacco would be an inadequate and unreliable revenue source for vital services, and an increase in consumer excise taxes will result in a loss of nearly $3 Billion in tax revenue to state and local governments. Moreover, proposed Department of Defense base closings will result in the loss of as many as 54,000 additional jobs, disproportionately and adversely impacting the Southern states.

2048592429

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

RECOMMENDATION

That the Southern Legislative Conference of The Council of State Governments strongly opposes the inclusion of federal consumer excise tax and energy tax increases in current and future federal policies.

Further, the Southern Legislative Conference urges President Clinton and the Congress work together to attain a program of progressive reform that will improve living standards for all Americans by implementing sound economic policies and establishing a long-term strategic plan to revive American competitiveness and to stimulate America's domestic and global growth.

Sponsored by: Representative Charlie Williams, Mississippi
Chairman, Southern Legislative Conference

April 28, 1993

2048592430

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Government Affairs
DNC / Political Advisor

*5/20/93

Lead Responsibility: PM: Craig Fuller
RJR: Tom Griscom

ETS ■ FET ❐

Time Line:
-April 15, 1993

Description: Generate information aimed at raising political concern.

Action:
-Schedule meeting with DNC - Kathleen Linehan.

Budget:

2048592431

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Government Affairs
Hill Contacts with Local Lobbyists

*5/20/93

Lead Responsibility: PM: Kathleen Linehan
RJR:
TI: Walter Woodson

ETS ☐ FET ■

Time Line:
-Ongoing

Description: Bring in local lobbyists to contact key House and Senate members.

Action:
-Industry teams are meeting this week to set up meetings during Easter recess. Due April 13.
-Ellen Merlo is looking at the list and will advise Kathleen Linehan. (Complete).
-Develop a list of PM/RJR lobbyists and who they know on the Hill.
-PM/RJR/TI to develop a joint strategy.
-TI List - Walter Woodson.
-RJR List - Tom Griscom.

Budget:

2048592432

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Government Affairs
Governors

*5/20/93

Lead Responsibility: PM: Ellen Merlo, Tina Walls, Ted Lattanzio, Jay Poole
RJR: Roger Mazingo

ETS ☐ FET ■

Time Line:
-Ongoing

Description: Develop list of Governors who could be helpful in contacting Congress and the Clinton Administration. Determine how best to reach and activate them. Awaiting info. Governor Hunt (NC) setting up Task Forces in the state to combat excise tax. His group includes venders/suppliers. Governor McWherter (TN) is concerned about impact and is going to meet with President Clinton in March. Governor Wilder calling. Effort to assure current Southern Governors expand to include all 17 SGA members to 1) Urge President against FET and 2) urge Senators and MCs to oppose FET underway. Similar efforts with NGA, DGA, RGA, EGA, MGA, WGA are beginning.

Action:

*WIC met with Gov. Wilder on 5-19-93 in Richmond.
-MP met with Gov. Walters Re: FET and impact on OK. Gov. is waiting for administration proposal but concerned about potential impact on OK.
-April 28 - NGA/Clinton meeting - Governors Folsom, Cambell, Miller and Carper names were given via Jay for final followup by Governor Hunt (NC).
-Governor Fordice (Ms.) contacted for future action.
-Jay Poole will meet with Governor Wilder to ask him to call Pres. Clinton and followup with a letter.
-Ed Jenkins (Former MC of GA) is meeting with GA Gov. Miller on 3/31/93.
-Already contacted: Governor Hunt (NC), Governor McWherter (TN), Governor Wilder (VA), Lt. Governor Mary Sue Terry (VA), Governor Jones (KY), Governor Baliles, Judge David Armstrong (AK), Sec. Riley, BTC and tobacco growers.
-Still pending: Gov. Miller (GA), NGA-Romea and Campbell, NCSL - John Sununu and Gov. Walters (OK). Mayor Abramson.
-Governor Waihee will not be contacted at this time because of state level excise tax legislation.

2048592433

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Governors
(Continued)

*5/20/93

Action:

-Awaiting contact with Campbell prior to conversation with Romer.
-Contact DGA, NGA, RGA - SGA plan to be finalized this week.
-Remain in contact.
-Provide white papers, talking points and speeches.
-NGA-Initial calls made; contact with Campbell
-Governor Hunt plans to come to Washington, DC in the near future to speak with Clinton about the economic stimulus package and its impact of FET.
(Victor Han) - Governors send message to White House on FET; gain media; coverage
Lead Responsibility: Victor Han, Jay Poole, Burson-Marsteller

Budget:

2048592434

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

_Project_____Government Affairs___
_____White House Coalition

*5/20/93

Lead Responsibility: PM: Kathleen Linehan
RJR:

ETS ❒ FET ■

Time Line:
-Ongoing

Description: 1) 32 tobacco Democrats meet with H. Paster from the White House and discuss the excise tax issue week of March 8, 1993. (Done)
2) Senator Ford sees HRC -postponed.
3) Tobacco members writing letters to the White House.

Action:
-Governor Hunt calling Rahm Emmanuel

Budget:

2048592435

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project *Government Affairs*
Local Elected Officials

*5/20/93

Lead Responsibility: PM: Ellen Merlo, Tina Walls, Ted Lattanzio, Jay Poole
RJR:

ETS ☐ FET ■

Time Line:
-Ongoing

Description:
Denver Councilwoman Cathy Reynold, Colo. Municipal League Executive Director Sam Mamet

Action:
*The Florida Petroleum Marketers Association unanimously passed a resolution against the FET at their Spring Board meeting in Jacksonville, FL, on 4/22. The resolution is being sent to every member of the Florida Congressional delegation. A copy of the resolution is attached. (see following page)
A number of NC Mayors have written the White House and Members opposing the tax. We are meeting next week with Richmond Mayor Kenny to ask him to send a letter to the Executive Committee of the VA municipal league asking them to co-sign a letter to the VA Congressional Delegation opposing the FET.
*GA Secy. of Agriculture to meet with Pres. Clinton. Secy. of Ag. agreed to get other Southern colleagues to oppose FET.
-Compile listing of key officials and their organizations.

POTENTIAL CONTACTS:
*LOCAL ELECTED OFFICIALS - Ongoing and under weekly reports.

REGION VII:

REGION VIII:

REGION IX:

REGION X:

Colorado
- Councilwoman Cathy Reynolds (Denver)
- CO Municipal League - Sam Mamet
- Mayor Tauer (Aurora)

2048592436

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Local Elected Officials
(Continued)

*5/20/93

North Carolina
- Bill Shalhoob - local restaurant owner; key local leader.
- Mayor John Lindgren (D) - Fargo

REGION XI:

Utah
- Mayor Everett Dahl (Midvale)

REGION XII:

California
- Members of Republican Local Elected Officials (RLEOC)
- Members of CA Elected Association of Democrats (CALEAD)
- San Diego Mayor Susan Golding.
- San Bernadino Supervisor Jerry Eaves

Budget:

2048592437

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

FMA
Florida Petroleum Marketers Association Inc.
209 Office Plaza, Tallahassee, Florida 32301-2807 • Phone 904/877-5178 • FAX 904/877-5864

RESOLUTION

In Opposition to Increased Federal Excise Taxes on Cigarettes

Whereas, according to a Price Waterhouse economic impact study, a $1.00 increase in the federal excise tax on cigarettes would result in the loss of 15,636 jobs and a loss of $403 million in payroll in Florida's economy, wit the state's retail sector bearing the brunt of the losses,

Whereas, according to Price Waterhouse, even a doubling of the federal excise tax on cigarettes would result in the loss of 4,600 jobs and a loss of $118 million in payroll in Florida's economy,

Whereas, Florida's state excise tax on cigarettes is already some 30% higher than the national average,

Whereas, an increase in the federal excise tax on cigarettes would have a devastating affect on Florida's farm families that grow tobacco, who are also our customers,

Whereas, excise taxes are known to be one of the most regressive forms of taxation, hitting lower- and middle-income families hardest of all,

Whereas, taxpayers already pay too much to government in taxes,

Therefore, be it resolved that the Florida Petroleum Marketers Association, representative or supplying some 5000 retail outlets in Florida, stand in total opposition to any increase in the federal excise tax on cigarettes and calls on all federal legislators from the state of Florida to work and vote against this unfair, punitive tax.

Signed,

G. Alan Whiddy

Executive Vice President,
Florida Petroleum Marketers Association

Approved by the Board of Directors

April 22, 1993

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To Henry Torres	From Pat Mc
Co.	Co.
Dept.	Phone #
Fax #	Fax #

20485924438

Officers: President: Jim Smith • President-Elect: Casey Martin • Vice President/Fuel: Steve DeLuca • Vice President/C-Stores: Ed Koch
Vice President/Lubricants: Bob Bamar • Treasurer: George Hall • PMAA Director and Past President: Wilson Hinson

Directors: Ken Allen, Sr. • Maxine Alvarez • Bill Cheatham • Don Bodle • James Dean • Michael Farmer • Sam Gorme • Kin Johnson • Jack Kirkpatrick
Jack Lampe • Scott Lane • Wendell Lewis • Larry McGary • Bruce Mitchell • Jim Rodriguez • Jim Williams • Executive Vice President: G. Alan Whiddy

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Government Affairs Briefings to the Hill

*5/20/93

Lead Responsibility: **PM:** Kathleen Linehan
RJR: B. Oglesby

ETS ☐ FET ■

Time Line:
-Ongoing

Description:

Action:

Budget:

2048592439

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Government Affairs Senior Management Visits

*5/20/93

Lead Responsibility: *PM:* Kathleen Linehan
RJR: B. Ogelsby

ETS ☐ FET ■

Time Line:
-March 16 & 17, 1993

Description: Visits should be made to Congressional leadership and key tobacco members.

Action:
-MAM Washington visit 3/16/93 and 3/17/93.

Budget:

2048592440

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Government Affairs Member Assignments

*5/20/93

Lead Responsibility: *PM:* Kathleen Linehan
RJR: B. Ogelsby

ETS ☐ FET ■

Time Line:
-Ongoing

Description: To ensure that key Members of Congress are covered, member assignments should be made. All staff and contract lobbyists should be assigned members. Reports of the visits should be submitted periodically and in timely fashion.

Action:
-March 28-31 to urge all tobacco democrats to meet with the House leadership on March 31.

Budget:

2048592441

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Government Affairs
Coordination w/ Tobacco Coalition

*5/20/93

Lead Responsibility: PM: Kathleen Linehan
RJR: B. Ogelsby

ETS ❒ FET ■

Time Line:
-Ongoing

Description: Maintain close coordination with House coalition of tobacco members and tobacco state Senators to ensure timely and orderly support. We can supply timely intelligence reports.

Action:
-We've hit upwards to 30 Members of Congress in last two weeks.
- Discuss with Ford. (Done)

Budget:

2048592442

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

[redacted]

2048592443

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Labor Strategy - Tax

*5/20/93

Lead Responsibility: PM: Kathleen Linehan, Ellen Merlo
RJR:

ETS ☐ FET ■

Time Line:
-Ongoing

Description: It is imperative that we maintain union's support. To this end, immediate contact should be made with the head of the BCT and other employee groups affiliated with PM companies. The President of BCT should be solicited to contact his members as quickly as possible and request them to contact the White House and their Members of Congress. The BCT also should arrange a quick meeting with Lane Kirkland and other key figures within labor and secure their support. Once support is solidified, then labor should mount a campaign against the proposal.

Action:

-We are working with BCT Local Officials who will have a booth at the National AFL-CIO trade show in St. Louis. We are working toward developing the capability of generating anti-FET letters on the spot that union members in attendance can forward to their own Members of Congress.
- Deadline: May 17, 1993.
-Constantly in contact with TI Labor Management - Kathleen Linehan
-Contacted by Jay Poole - Has agreed to enlist help of AFL-CIO to support industry position, phone and mail efforts.
-RJR will get readout from us.
-TI may be working on some ads.
-Ellen Merlo and Tom Griscom need to talk to Sam Chilcote.
-Dinner with BCT president on 3/10/93 by WIC, KML. (Done).

Budget:

2048592444

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

2048592445

Cardinal

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project TI Coordination

TI Lobby Plan

*5/20/93

Lead Responsibility: **PM:** Jay Poole, David Nicoli
RJR: Randy Thompson
TI: Bob McAdams

ETS ■ FET ■

Time Line:
-April 15, 1993

Description: Coordinate all tobacco lobbyists through TI. This is no time for anyone to freelance. Although TI does not have all the tobacco companies in its membership, this may be the time for outreach - all companies employ people, have plants, etc.

Action:

-Meeting of the inter-company/TI group on Tuesday April 6.
-First meeting with McAdams for TI held on March 25; second meeting set for April 16.
-Briefing for Bill/Jim/Andrew.
-Strategy to be worked out by Craig Fuller or Craig Fuller and Tom Griscom.
-After strategy worked out, logistics of coordination must be established by RJR/PM Team.
-Designate group on FET strategy/one representative from PM/RJR/TI to coordinate "all" activities (linking all groups) reporting to Core Group.
-Decide on representatives from each company.
-Ellen Merlo to make assignment of PM coordinator/strategist.
-Tom Griscom to deliver message to TI.
-Jay Poole named as PMUSA Representative -has been communicated to TI (Merlo).
-David Nicoli - WRO Representative.-has been communicated to TI (Merlo).

Budget:

2048592446

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project TI Coordination
TI Educational Packet

*5/20/93

Lead Responsibility: PM: Ellen Merlo, Kathleen Linehan, Jay Poole
RJR: Tom Griscom, B. Oglesby

ETS ■ FET ■

Time Line:
-April 15, 1993

Description: TI is developing information packets and briefing papers for ETS and Excise Tax issues.

Action:
*On going meetings with coordinating Committees take place on weekly basis.
*ETS included in latest TI meetings.
*Legislative updates coming in form all sectors.

Budget:

2048592447

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

20485924 48

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Science

Publicly Challenge EPA Science

*5/20/93

Lead Responsibility: **PM:** Steve Parrish, Jim Boland
RJR: Tom Griscom

ETS ■ FET ❐

Time Line:
-Due April 1, 1993

Description: Consider a press conference to challenge EPA Risk Assessment, or an open letter to the new EPA Administrator.

Action:

-Evaluate basis for a new challenge, due: 4/1/93.
-Burson-Marsteller.
-Work being done with Manhattan Institute.
-Scientific organization on how Risk Assessments done: cellular phone, ETS and others.
-Stanford Research Institute to review EPA statistics (Steve Parrish to work on who has contacts with Stanford).

Budget:

2048592449

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Science

Reexamine ETS Study

*5/20/93

Lead Responsibility: PM: Tom Borelli, Jim Boland
RJR: Sears Strawker, Mary Ward

ETS ■ FET ❐

Time Line:
-April 15, 1993

Description: Maintain an ongoing review of ETS studies and findings and present a case for a reexamination of ETS at EPA.

Action:

*PM TB/JB - Will arrange a meeting with RJR to discuss a consultant's proposal that raises the weaknesses and the ramifications of the risk assessment to the EPA. Additionally, we will discuss another proposal for EPA's methodology to be reviewed by an outside statistical group.

Budget:

2048592450

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Science

Science Spokesperson

*5/20/93

Lead Responsibility: PM: Tom Borelli Burson-Marsteller
RJR: APCO

ETS ■ FET ❐

Time Line:
-Searching

Description: Identify one or more scientists willing to speak on the ETS subject in support of our position. Place them in speaking opportunities.

Victor Han: Free up TI scientists; identify others for media.
Lead Responsibility: PM: Victor Han, Steve Parrish Burson-Marsteller
RJR:

Action:
*PM TB - APCO/Burson Marsteller are identifying various environmental symposia where ETS can be raised and various policy group speakers will will be reviewed as possible candidates.
-Still looking

Budget:

2048592451

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Science

Presentation to OSHA on ETS

*5/20/93

Lead Responsibility: **PM:** Denise Keane, Jim Boland
RJR: Mary Ward

ETS ■ FET ❐

Time Line:
-TBD

Description: Develop a presentation on ETS to make to OSHA.

Action:
-Ready for presentation last week in Apr9il, presention can be used for EPA if needed.
-Denise Keane will contact.
-Should unions take lead?

Budget:

2048592452

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

2048592453

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Research Studies

*5/20/93

Lead Responsibility: PM: Lance Pressl, Derek Crawford
RJR:

ETS ■ FET ■

Time Line:
-April 15, 1993

Description: There are 5 studies under development that could have a bearing on the debate: (1) the LULAC health care financing study (Done-March 25); (2) the Committee for a Responsible Federal Budget's health care cost containment study (Rollout-April 12); (3) CART's updated Regressivity Study and Macro Jobs Impact Study (Done-March 15); (4) Economic Policy Institute study on regressivity of the current health care financing system (Rollout-April 7); and (5) The Council of State Government's study on diminishing tax receipts. It is important to express the findings to the media and public in layman's terms so that the message is not lost in an academic debate.

Other available studies, research and technical assistance. Impact Sheets & Visual Support. $2/Pack Argument/Information Sheets: National/State by State. Studies by third parties: Council of State Governments: Diminishing Return of Excise Taxes; A. Philip Randolph Institute: Impact of Taxes On African-American, Health Care Financing, American Agricultural Movement; Impact of Excise Taxes On Rural American; National Conference of State Legislatures: Effect of FET Changes on Women, Minorities and the Middle Class; Excise Taxes in the American Fiscal System; Congressional Budget Office: Rising Health Care Costs; National CART: Regressivity & Jobs Analysis; Institute for Research on the Economicsof Tax: Social Costs; Public Policy, and Freedom of Choice. State-Specific And InternalStudies: Geo-Political Mapping Analyses, Regressivity Studies, and Fiscal Conditions.

Action:

-Looking at "backout" of $24 billion social costs figure. (In process with PM/TI)
-Evaluating studies and determining if more are needed.
(Do we need to Commission any other studies?)
-May be doing research on FET.
-Need to get material from TI so we can evaluate; Washington Office should get what's there.
-We want to look at large media component.
-Tally points.

Budget:

2048592454

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000

Project Research Position Papers

*5/20/93

Lead Responsibility: PM: Lance Pressl, Jim Boland
RJR:

ETS ■ FET ■

Time Line:
-Ongoing
-ETS - Due week of March 29, 1993

Description: A series of position papers or "White Papers" needed on the ETS and excise tax issues. Assign writers to complete the following:
•Write paper on EPA Science as it relates to electromagnetic fields (EMF), diesel, and chloride in water (in process).

Action:
-White paper on ETS/EPA will be completed by 3/22. The paper will be targeted for a state legislative audience.
-An informational video on PM's position on EPA/ETS issue has been prepared and made available to government affairs staff (PMUSA, WRO, PMI).
-Economic Impact Analysis - Federal (done).
-$2, $1, .50 (done).
-Need to have TI coordinate "all" white papers with PM/RJR.
-We will see drafts week of 3/15/93.

Budget:

2048592455

Source: https://www.industrydocuments.ucsf.edu/docs/tsfl0000